

**CITY OF MILPITAS  
RECYCLING AND SOURCE REDUCTION  
ADVISORY COMMISSION MEETING  
JANUARY 30, 2007 7:00 P.M.  
455 E. CALAVERAS BLVD, MILPITAS CA 95035  
COMMITTEE MEETING RM.**

---

**I. ROLL CALL**

**II. PLEDGE OF ALLEGIANCE**

**III. SEATING OF ALTERNATES**

**IV. APPROVAL OF THE MINUTES: Oct. 24, 2006**

**V. PUBLIC FORUM**

Members of the audience are invited to address the Recycling and Source Reduction Advisory Commission on any subject not on tonight's agenda. Speakers must state their name and address for the Secretary's record, and limit their remarks to under three minutes. As an item not on the agenda, no response is required of City staff or the Commission; however, the Commission may place the item on the agenda for a future meeting.

---

**VI. ANNOUNCEMENTS**

**1. COMMISSIONER OPENINGS**

**VII. APPROVAL OF AGENDA**

**VIII. OLD BUSINESS**

**1. SOLID WASTE SERVICE PROPOSALS**

**IX. NEW BUSINESS**

**1. ELECTION OF OFFICERS**

**2. MEETING SCHEDULE REVIEW**

**3. E-WASTE RECYCLING CENTER DISCUSSION**

**4. BUILT-IN INCENTIVES FOR RECYCLING DISCUSSION (Tentative)**

**5. DEVELOPING AN ACTIVIST POSITION DISCUSSION (Tentative)**

**X. STAFF ACTIVITIES**

**1. SOLID WASTE DIVERSION ACTIVITIES**

**XI. ROUNDTABLE / ANNOUNCEMENTS**

**XII. FUTURE AGENDA ITEMS**

**XIII. ADJOURNMENT**

## **VIII. OLD BUSINESS –**

### **1. SOLID WASTE SERVICE PROPOSALS**

**BACKGROUND:** Allied Waste Services (Allied) will present preliminary information regarding an alternative known as volume-based trash program. Implementation would include changes such as elimination of unlimited setouts and the creation of possible new programs such as free, limited, on-call, curbside pickups. Additionally, a review of current programs such as Household Dump Day and Spring Clean-Up Events could be evaluated to determine success or possible modifications.

Pending the results of the discussion, next steps could include a recommendation by RSRAC to Council on proceeding and the inclusion of this item in upcoming solid waste negotiation discussions.

**RECOMMENDATION:** Discuss as needed. Note receipt and file.

## **IX. NEW BUSINESS**

### **1. ELECTION OF OFFICERS**

**BACKGROUND:** The existing RSRAC bylaws state that a Chair and Vice Chair are to be selected annually at the first meeting of the year for a term of one year. The Chair is responsible for calling to order and presiding over all sessions. The Vice Chair assumes the Chair's duties in his/her absence.

**RECOMMENDATION:** Discuss as needed. Note receipt and file.

### **2. MEETING SCHEDULE REVIEW**

**BACKGROUND:** In July 2003, the number of meetings was increased from bi-annual to quarterly sessions to address the 2002 diversion rate drop of 47%. The meeting schedule had previously been based upon meeting the State-mandated 50% diversion rate. Subsequent efforts resulted in 54% diversion rates for both 2003 and 2004. In July 2006, the topic of meeting frequency was introduced for discussion. With an emphasis on sustainability, a recommendation was made that the issue be brought back at a later date for discussion. In Oct. 2006, this item was requested to be included for discussion at the Jan. 2007 meeting.

**RECOMMENDATION:** Discuss as needed. Note receipt and file.

### **3. E-WASTE RECYCLING CENTER DISCUSSION**

**BACKGROUND:** Based upon Chair Blake's request, there has been a suggestion for the commission to discuss the establishment of a fee-based, electronic waste facility in Milpitas.

**RECOMMENDATION:** Discuss as needed. Note receipt and file.

### **4. BUILT-IN INCENTIVES FOR RECYCLING DISCUSSION**

**BACKGROUND:** Based upon Commissioner Chen's request, there has been a suggestion for the commission to discuss built-in incentives to encourage recycling.

**RECOMMENDATION:** Discuss as needed. Note receipt and file.

## 5. DEVELOPING AN ACTIVIST POSITION DISCUSSION

**BACKGROUND:** Based upon Commissioner Chen's request, there has been a suggestion for the commission to discuss adopting an activist position as it relates to solid waste issues.

**RECOMMENDATION:** Discuss as needed. Note receipt and file.

## X. STAFF ACTIVITIES (LES TO UPDATE)

### 1. SOLID WASTE DIVERSION ACTIVITIES

**BACKGROUND:** November 2006 through mid-January 2007 program work areas include:

- **Carry-over Item** from Previous Quarter: Single Stream Recycling: system-wide info. Change to annual newsletter mailed in January '07 with Street Sweep Calendar by service date (**sample attached**). Advertising production in progress for March – April placement.
- Completed Utility Billing Street Sweeping Service Area data upload for mailings (10,717 households).
- Chamber Map Advertisement “Mix It Up!” single stream recycling awareness (final ad **attached**; map available in February).
- Streetlight banners installed on Calaveras Blvd. and Main St., which includes one banner design in 15 locations promoting recycling awareness.
- Write / place corresponding PSAs for City media / web page updates, including information placed in the Spring *Milpitas Connection* (**attached**).
- Fall Leaf Pick-up/Weekly Street Sweeping (1<sup>st</sup> wk. Nov., weather permitting; 2 mos.). Prepared letter with program set-out information printed on the back (**sample attached**) and mailing to notify residents in Service Areas C, G, J, and selected portions of E, H, F (approx. 5,000 households).
- County Home Composting Education Program Workshops (March – September) advertising in *The Milpitas Post* (**attached**). Includes City free offer 1lb. of Redworms. Location has changed to Heritage Gardens in Sunnyvale.
- County Holiday Source Reduction Campaign advertising; placed seven (7) advertisements of the “Give the Experience”-theme ad in *The Milpitas Post* (**attached**).
- Multi-family Recycling & Waste Reduction poster with four translations (Spanish, Vietnamese, Chinese, Korean) completed and being distributed door-to-door by Allied personnel (**attached**).
- Began research to conduct street survey to establish a mailing database update to unit numbers.
- Commercial Recycling & Waste Reduction activities: Monitored Allied Action Plan execution for July – Dec. 2006; completion of the Customer Satisfaction Survey & Proposed Annual Action Plan (both, **attached**); monitored Allied Commercial Recycling Coordinator field marketing duties.
- City-sponsored events: Zanker Elementary Beautification, Oct. 28, 9AM – 1PM; Recycling Assemblies at Rose (11/21) and Pomeroy (11/22) Elementary Schools; note: Harvest Festival scheduled for Oct. 14 was canceled.
- Appropriate State DOC/AB2020 award of \$17,441 for use in FY07 (Nov. 7 Council Meeting).
- Participated at monthly Technical Advisory Committee meetings.
- Participated at monthly Public Education Subcommittee meetings, including volunteer work on the Holiday Source Reduction Task Force.
- Participated at monthly Household Hazardous Waste Subcommittee meetings.

- Continued monthly coordination meetings with Allied Waste Services staff, tracked service issues and planning expectations.

**RECOMMENDATION:** Note receipt and file.

## **XI. ROUNDTABLE / ANNOUNCEMENTS**

## **XII. FUTURE AGENDA ITEMS**

## **XIII. ADJOURNMENT**

### **NEXT REGULARLY SCHEDULED COMMISSION MEETING TUESDAY, APRIL 24, 2007 AT 7:00 P.M.**

#### **KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE**

Government's duty is to serve the public, reaching its decisions in full view of the public.

Commissions, boards, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. FOR MORE INFORMATION ON YOUR RIGHTS

UNDER THE OPEN GOVERNMENT ORDINANCE OR TO REPORT A VIOLATION OF  
THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION

at the City Attorney's office at the Milpitas City Hall, 455 E. Calaveras Blvd, Milpitas, CA 95035

E-mail: [rpioroda@ci.milpitas.ca.gov](mailto:rpioroda@ci.milpitas.ca.gov)

Fax 408/586-3030

Phone 408/586-3000

A free copy of the Open Government Ordinance is available from the City Clerk's Office or by visiting the City's website [www.ci.milpitas.ca.gov](http://www.ci.milpitas.ca.gov) Select Open Government Ordinance under News Features

RASRAC January 30, 2007

Agenda Packet Materials

1. Agenda January 30, 2007
2. Unapproved Minutes for October 24, 2006
3. Staff Activities
  - a. Single Stream Recycling Newsletter
  - b. "Mix It Up" advertisement
  - c. *Milpitas Connections* Spring Edition
  - d. Fall Leaf Pick-up/Weekly Street Sweeping letter
  - e. County Home Composting Education Program Workshops advertisement
  - f. "Give the Experience" theme advertisement
  - g. Multi-family Recycling & Waste Reduction poster
  - h. Customer Satisfaction Survey & Proposed Annual Action Plan